



Contacts

SEPTEMBER 1953



Prize Portraits - Junior Size



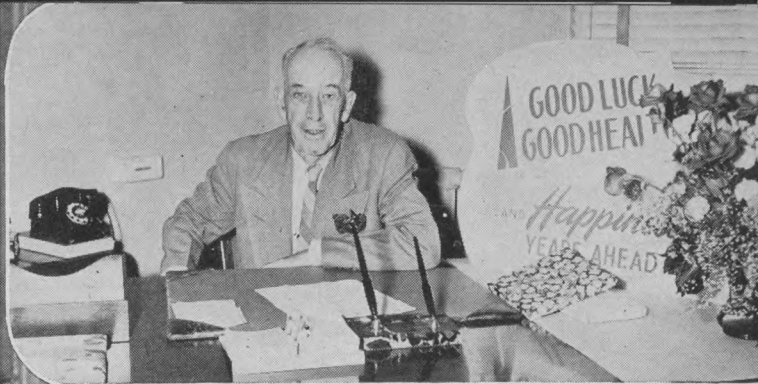
Top Row—Left: Sandy and Hughie Arklie. Dad is Mel Arklie of the Floor Coverings. Centre: Ken, Ricky and Norman Lemmen, sons of J. Lemmen, M.O. Men's Furnishings. Right: George Firth's (M.O. Men's Furnishings) son, Ricky.



Centre Row—Left: Sharon Lee is the daughter of Herb Bingham, 55 M.O. Centre: Ewan McFadyen, Draperies, has three fine looking youngsters, Dori-Lynn, Kirby, Del-Marie. Right: This is Robert Wayne Cave. His father is Bob Cave of M.O. Men's Furnishings.

Lower Row—Left: Jimmy Stewart's dad is Bill Stewart, M.O. Gloves and Hosiery. Centre: The healthy young fellow in the foreground is David Bruce Jenkins, son of Mel Jenkins, M.O. Men's Furnishings. Right: Gail Louise, daughter of Sid Screaton, Men's Clothing.





Left—Mr. MacDonell thanks the Assistants' Association after their presentation.

Right:—Mr. MacDonell at his desk the morning of his retirement.

A GOOD FRIEND HAS LEFT US

**Mr. A. D. MacDonell, Supervisor of the Staff and Welfare Department,
Retired August 1 After 25 Years of Service with Eaton's.**

That friendly smile and interested expression has helped to put a great many of us at ease and enabled us to pile our troubles on this man's shoulders. We always knew we would receive a sympathetic hearing in his office in the Staff and Welfare Department. Somehow our problems (which became his) did not loom so large after a few minutes' talk with him. His many interests—sports, music, reading and gardening—will continue to keep his outlook fresh and his future bright.

The week of July 27 to August 1 was one which was full of good wishes for our friend Mr. "Mac." Mr. MacDonell, who came to Eaton's with the acquisition of the Ramsay Co. in Edmonton 25 years ago, has made his friends working in the General Audit, and for the last 19 years in the Staff and Welfare Department of which he was supervisor when he retired.

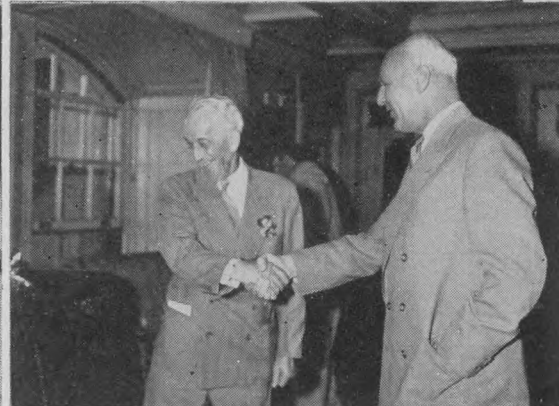
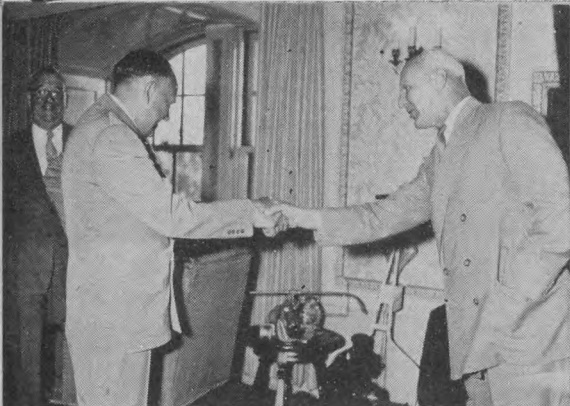
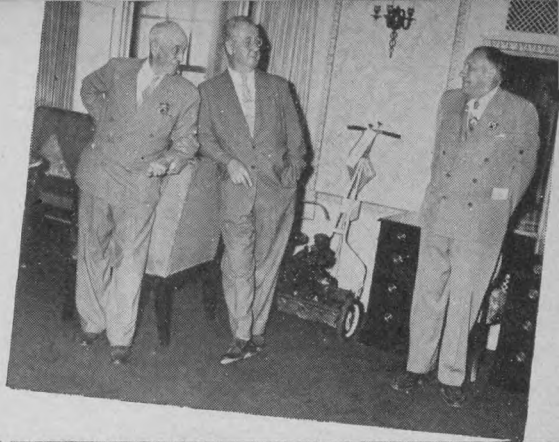
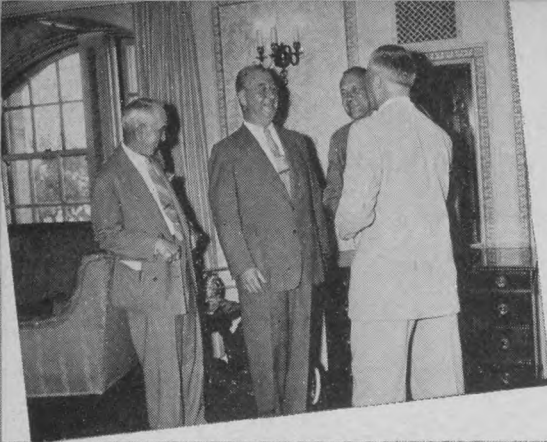
Monday evening he was entertained by his associates, at the Fort Garry Hotel, as reported elsewhere in this issue. Tuesday, July 28, was a double celebration, for on this date Mr. "Mac" celebrated not only his quarter-century anniversary with the Company, but also his birthday. To honour this occasion, Mr. R. Laidlaw, on behalf of the staff, made a presentation of a lamp.

That evening a dinner party at Mr. MacDonell's home was attended by all the members of his staff, and here Mrs. MacDonell received a lovely Doulton figurine presented by Miss C. Carruthers. Mr. T.

P. McBryde spoke for the staff when he gave Mr. "Mac" a personal picture in a sterling silver frame.

Wednesday morning a gathering of the Assistants' Association paid tribute to Mr. MacDonell and his interest in their group. Numerous past-presidents of that organization were present, and Mr. C. S. Carswell, Department W274, reminded everyone what a help Mr. "Mac" had been in the younger days of the Association. Mr. Ken Smith, president, presented Mr. MacDonell with a wonderful easy chair as a token of their appreciation and best wishes. Mr. Smith also visited Mrs. MacDonell and presented her with another figurine to match the one she had already received from Mr. MacDonell's staff.

Mr. MacDonell's friends throughout the Store and Mail Order used these last few days to express their kind wishes for Mr. and Mrs. MacDonell. We hope that both of them know just how much Mr. "Mac's" kindly ways will be missed.



Top Row—Left: Mr. Pinfold congratulates all three honour guests. Right: Mr. MacDonell and Mr. Stewart relax while Mr. Ross reminisces.
Lower Row—Left: Mr. Tucker presents Mr. Ross with his power mower and lawn sprinkler. Right: Mr. MacDonell receives his gift and congratulations from Mr. Tucker.

125 YEARS WITH EATON'S

Associates Honour Three Retiring Supervisors Whose Combined Service Totals 125 Years

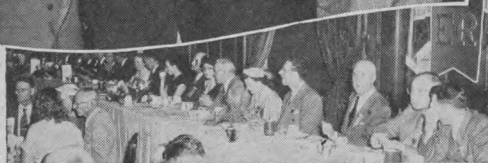
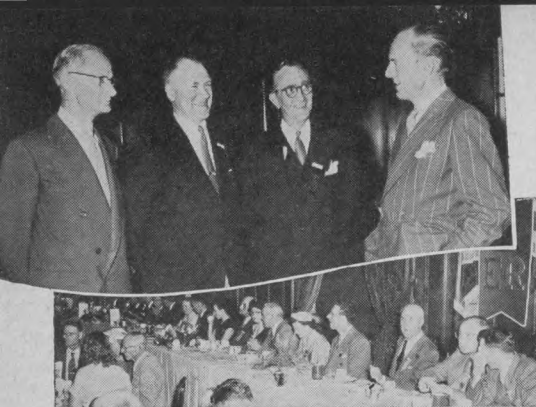
Mr. R. E. Stewart, Toys, 47 years; Mr. P. Ross, Seeds, 43 years; and Mr. A. D. MacDonell, Staff and Welfare, 25 years, who retired August 1, were the guests of honour at a reception held in the Drawing Room of the Fort Garry Hotel on the evening of July 27.

Mr. A. R. Tucker, who described all three as "men who have really built the Company," thanked them officially on behalf of the Company and wished them every success and happiness in the years to come.

Mr. R. M. Pinfold read samples of the great number of greetings and good wishes that came from friends throughout the Company and from other business associates. Mr. Pinfold was most happy to know that "other people, apart from us, feel as we do, that you are princes among men."

Mr. Tucker briefly sketched the Company history of each and then, as a token of the feeling that their Winnipeg associates had, he presented Mr. Ross with a power mower and automatic lawn sprinkler, Mr. Stewart with a power saw and electric hand drill, and Mr. MacDonell with a desk and chair.

In saying their "thank you's," all three men mentioned how much they had enjoyed working with the Company and appreciated its high ideals, fairness and treatment. Thanks were also given to all their co-workers for their kindness and co-operation.



Top Row—Left: Mr. A. H. Young, Mr. D. MacDonald, Mr. A. W. P. Harrison, Mr. G. M. Eaton. Right: Representatives of the Company and the executive of the Postmasters' Association, Lower Row—Left: A view of the head table. Right: A general view of the banquet.

Manitoba Postmasters Entertained at Thirtieth Annual Convention

Company Shows Appreciation For a Job Well Done

The friendliness and joviality of the gathering at the Fort Garry Hotel on the evening of August 4 was exemplary of the spirit of friendly co-operation which has existed through the years between the Postal Service and our Mail Order. The occasion was a complimentary banquet tendered to 300 members of the Manitoba Branch of the Canadian Postmasters' Association at their 30th annual convention. The banquet is an annual affair, and the Company entertains at all similar conventions across Canada in order to show its appreciation for the wonderful service and co-operation it receives from these men and women.

A reception was held before dinner; and between courses Jimmy Quinn, of our Life Assurance Co., with Bert Kilgour, Department W232, at the piano, led a sing-song. During coffee, Mary Gynn and Marsh Phimister, with Harry Levine at the piano, lent their talent and personality to entertain the diners with songs both sweet and silly.

Mr. G. M. Eaton, in welcoming the members of the Association on behalf of the Company, pointed out that "there is a great affinity between Eaton's and the Postal Service, for both are organizations dedicated to serving the public as efficiently as possible." He welcomed those present and thanked the Association for giving the Company the opportunity to express its appreciation.

Mr. Donald MacDonald, president of the Manitoba Branch, Canadian Postmasters' Association, in thanking Mr. Eaton and the Company, related how much all the members looked forward each year to the Eaton dinner. He praised the efficiency and co-operation of our Mail Order which makes the Postmasters' task so much

easier. Mr. MacDonald felt that the Company's attitude towards those with whom it dealt assured that "there would always be an Eaton's."

The arrangements for the dinner and the chairmanship were very ably handled by Mr. A. W. P. Harrison, Mail Order Supervision.



Homer A. Britton Makes It Forty-Five

Homer Britton is the very suave looking gentleman who has helped so many Eaton couples choose their engagement and wedding rings. You would never know to look at him, but he has just completed 45 years with the Company. He is a very familiar figure, not only to employees but to customers as well, having worked for so long at the Diamond Counter beside one of the busiest doors in the Store.

Homer, who was born in Benicia, California, except for five years in the General Office, has spent all his time working in the Jewellery Department. During the first world war he was one of our first airmen, a member of the Royal Flying Corps. He is married and has a son, Jack. His neat home on Fleet Avenue is evidence of his interest in gardening, and his lovely yard affords him a perfect spot for his other hobby, reading.

On Saturday morning, August 8, Homer was presented with a lovely plate glass mirror from the staff of Departments W215 and W615 by Mr. A. Cranston, supervisor, who thanked him for his loyalty and friendship over the years. Mrs. Britton received a lovely bouquet of roses.

A stag party was held in honour of Mr. Britton's 45th year with Eaton's at the home of Mr. Roy Firth on Friday, August 7. Homer was presented with a garden cart and other suitable gifts. Good luck, Homer, and many more years of good health. How about letting us in on your secret of perpetual youth?

* * * *

Best Wishes on Your 40th Anniversaries

GEORGE S. SOMMERVILLE

Friday evening, July 24, the sleek cabin cruiser, "Rodney," upon the historic Red River; a host of jolly fellows with music and story-telling—this was the setting chosen by his associates to celebrate George Sommerville's 40th anniversary which fell on the 26th of July. The party started out from Pritchard Avenue docks just before sunset and returned much later under the starry sky.

During the trip, Mr. J. E. Dolan, supervisor, spoke in George's honour and, on behalf of his fellow workers in the Boys' Clothing and Furnishings Departments, presented him with an Eaton gift certificate.

Mr. Sommerville has worked in W232, the Boys' Clothing, for the past 25 years. He is a bachelor and a native of Glasgow, Scotland. Everyone wishes you good health and many more happy anniversaries, George.

MR. F. W. FROGLEY

Wires of congratulations from all branches of the Company in Canada, New York and Overseas, were received by Mr. F. W. Frogley on the occasion of his 40th anniversary with The T. Eaton Co. Limited. To honour this event, the staff of the Winnipeg Buying Office held a breakfast in the Grill Room, Thursday morning, August 6.

Among those attending were Mrs. F. W. Frogley, Mrs. P. H. Smith, Mrs. D. H. Evans and Mr. N. Scardina.

Mr. P. H. Smith read a few of the many wires and introduced the guest speaker, Mr. R. M. Pinfold. Mr. Pinfold spoke with high regard for Mr. Frogley's work and co-operation in the past years, which earned for the Winnipeg Buying Office, under his supervision, the position it now holds in the Stores throughout Canada and the sister Buying Offices here and overseas. Mr. Pinfold presented a token gift to the guest of honour.

Later, the staff assembled in Mr. Frogley's office for the presentation of aeroplane luggage, and throughout the morning Mr. Frogley played host to friends and well wishers.

To mark this special occasion, Mrs. Frogley was sent a bouquet of red roses.

Mr. Frogley, whose mother lived almost in the shadow of Timothy Eaton's original Toronto Store, has had a long, wide and productive experience with the Company. He started



Top—Left: Albert Collins. Right: Robert J. Eaton.
Lower—Left: Samuel R. Critchley. Right—Miss Cassandra M. Fenwick.

Thirty-Fifth Anniversaries

ALBERT COLLINS

In honour of Albert Collins 35 years' service with the Company, which he celebrated July 16, the staff of Department W228 and close friends of Bert gathered at the Vasa'Lund in Charleswood, where a wonderful smorgasbord dinner and dance was held. Mr. R. Gregory acted as chairman. Mr. O. Cain, head of department, made the presentation of a mantel radio to the guest of honour. Mrs. Collins was presented with a corsage.

Following the formal part of the evening, the crowd danced to the music of Oscar Scholeen and his "Sons of Rhythm."

Bert joined the Company in 1918 but not until 1923 did he start to work for the Men's Furnishings. During his first five years he worked in the M.O. Drugs, M.O. Copying and the M.O. Millinery. He married the former Miss E. Purdy, of the Parcelling, and has one daughter, Beverley Joan, who was married last fall. Earlier in his career Bert was active in baseball, hockey, roller skating, snow-shoeing, camping and the Eaton's Boys' Club, but at present he confines his activities to bowling and curling.

ROBERT J. EATON

Listen to the Irish names: Eaton, born in Enniskillen, County Fermanagh, Ireland. Mr. Eaton celebrated his 35th anniversary with the Company on August 12 after 33 years in the M.O. Men's Furnishings and two in the Millinery and Laces.

On his big day, Mr. Daw presented him with an electric razor on behalf of his fellow workers in the Men's Furnishings, and during the day he received the congratulations and gifts from his many friends throughout the Store and Mail Order. Mr. Eaton is a member of the Guards' Club and has been known to play a game or so of cribbage.

SAMUEL R. CRITCHLEY

Sam has been running the elevator in the Garage and Paint Shop building for 27 years, and before he started there, he was a fireman for eight years in the Power House.

Mr. Critchley was born in Manchester, England, and came to Canada 53 years ago. He has three sons and a daughter—Freda, Bill, Richard and Brian.

(Continued on Page Nine)



Top Row—Left: Hugh McVeigh, Centre: Miss Edna Richardson, Right: Albert Buzza.
Lower Row—Left: Glyn Morris, Right: William Robson.

Welcome to the Eaton Quarter-Century Club

GLYN MORRIS

Thursday, August 13, marked the occasion of the quarter-century anniversary of Glyn Morris, of Department 52. His congenial disposition has won him a host of friends throughout the Store and Mail Order, who came in a steady stream to congratulate him. In the absence of the supervisor and head of department, Mr. C. Taylor presented him with a clock radio as a memento of the occasion from the staff. Mrs. Morris received a bouquet of roses from the department.

His entire 25 years were spent in the M.O. China Department. He is married to the former Miss Evelyn Baillie who was also with the China Department. They have one daughter, Glenys. Glyn is very interested in golf and curling.

EDNA RICHARDSON

On Monday, August 10, Edna Richardson found herself surrounded by her friends and associates who assembled to honour her on the occasion of her 25th anniversary with The T. Eaton Co. Limited. Mr. H. W. Einarson, department supervisor, spoke of her excellent service with the Company and then, on behalf of the staff, presented her with an attractive piece of luggage. She also received many gifts from her personal friends.

Edna was born in Boissevain, Manitoba. She began her service with Eaton's in Department 104 and has also worked in 108 and 152 Departments. Her hobbies are reading and sewing. Edna has not announced her plans yet for her big holiday, but she has the good wishes of the department wherever she goes.

WILLIAM ROBSON

Mr. Robson, who was born in Carrowdore, County Down, Ireland, came to Winnipeg by way of Bells Hill, Glasgow, where he was a coal miner. That was 25 years ago and ever since he has been a member of Eaton's Care-taking staff.

August 13, the day of his anniversary and entrance into the Quarter-Century Club, Mr. T. Giles, on behalf of his department, presented him with a gladstone bag. The bag should be very useful when he takes his 25-year holiday to Australia. Mr. Robson is going to visit one of his four sons who is on an airline run between England, India and Australia.

HUGH McVEIGH

Another son of the old sod, Hugh McVeigh was born in Dromore, County Down, Ireland. Hugh started with Eaton's 25 years ago in 132 Department but for the last seven years has been with the M.O. Furniture. August 8 was his big day. Mr. W. G. Thomson, supervisor, presented him with a Lay-Z-Boy chair. The evening previous he was the guest of honour at a party held by his friends at the West Kildonan Legion. Here he received another gift presented by Mr. J. Meyers.

Mr. McVeigh was a member of the First Special Service Force during the last war and served in the Aleutians, Italy and France. He married the former Ida Hilton, of the Candy Factory, and has a daughter, Arlene Isabel. Hugh likes to relax by curling, bowling, skating and dancing. Our best wishes to you, Mr. McVeigh.

FORTIETH ANNIVERSARIES

(Continued from Page Six)

out in the M.O. Complaints and was connected with allied departments before moving, after five years, to the General Audit. It was during his four-year stay with this department that he laid the foundations for the present Stock Audit. His next four years were spent in the Women's Shoes, then he opened the Western Buying Office where he is now supervisor.

Mr. and Mrs. Frogley have two daughters both married. Mr. Frogley is on the board of, and actively connected with, a number of religious organizations. He is also a member of the Motor Country Club.

THIRTY-FIFTH ANNIVERSARIES

(Continued from Page Seven)

Sam likes to relax in the summer by doing a little fishing. When we spoke to him on August 12, his 35th anniversary, Sam had this to say, "35 years, sure it's a long time, but I've enjoyed every minute of it."

MISS CASSANDRA M. FENWICK

Miss Fenwick, who celebrated her 35 years with Eaton's on August 1, was born in Yorkshire, England. She has spent all of her 35 years with the Drugs; three years in W212 and the remainder in her present department, W12 M.O. She was active with the Eaton Tennis Club for several years but now confines her athletic endeavours to the game of golf.

Mr. G. P. Blakeman, supervisor, made the presentation of a chest of silver from the department and commented on the days at the tennis club when the "old gang" got together. He also thanked Cassie, as she is affectionately known, for her many years of faithful service. Many personal gifts were also received from her friends throughout the Store.

"WHAT'S COOKIN'?"

Bacon and eggs sizzling in the skillet—uh! Oh Boy—there's nothing like the smell of crisp bacon in the morning to make you bounce out of bed. Man is merely a soggy, earth-bound mattress-chained creature in the early morning. An alarm clock may jolt him out of bed but only the prospect of a good breakfast can rouse his slumbering spirit.

Now here's a real **he-man** breakfast that will give you food to work on and will probably make the gals look at you and sigh, "What a man!"

For breakfast have (1) Fruit—you need two fruits every day; (2) buttered toast—and whole wheat is super fine; (3) milk—you never outgrow the need of milk (cheese and ice cream contain the nutrients of milk too); (4) cereal—and do select a whole grain one; (5) eggs—fix 'em any way you like. Add coffee if you just can't get your eyes open without it, and there you are with a 100 per cent breakfast to send you forth to do the kind of job that will benefit your company.

(The above contributed by Miss Margaret Lawrence, Store nurse.)

QUARTER-CENTURY CLUB

(Continued from Page Eight)

ALBERT BUZZA

"It has been a sincere pleasure to have worked for The T. Eaton Co. Limited for the last quarter-century, and to have met so many fine associates maintaining the high traditions of the Company, whose sincere interest in its employees cannot be disputed." This was Mr. Buzza's comment on July 23 when he celebrated his quarter-century with the Company.

Albert is assistant in the Men's Clothing Workroom and he has worked there the full 25 years. He was born in Cornwall, England, and during the first world war spent four years overseas with the Royal Canadian Field Artillery. He has one daughter, Audrey. He is interested in swimming and soccer football and has competed in several distance running events.

On the morning of July 23 the staffs of the Men's Clothing and the Workroom gathered in the Workroom where Mr. E. Martin, supervisor, and Mr. J. Paterson presented Albert with a beautiful Westminster chime clock on their behalf. Congratulations and many more happy years with the Company, Mr. Buzza.

BILL PEARCE, Dauphin Store

W. H. (Bill) Pearce, Window Display, Dauphin Branch, became a member of the Quarter-Century Club on July 7 when a presentation of a diamond ring and quarter-century certificate was made by Mr. H. L. Heath, Store manager, on behalf of the Company.

Mr. A. Johannesson, manager 270 Department, read letters of congratulations from Mr. John David Eaton, president, and Mr. W. L. Palk, Store superintendent, following which he presented Bill with a gladstone bag on behalf of the staff. Roses were sent to Mrs. Pearce in honour of the occasion.

On Tuesday evening, July 6, an informal steak dinner was given in his honour by the department heads at Mr. Heath's lake cottage.

Bill was a popular figure around Winnipeg Store for many years where he plied his skill with the Display Department. He was transferred to Dauphin on May 5, 1947. Mr. and Mrs. Pearce have three children, two boys, Lyman and Sherman, and a girl, Elizabeth "Candy."

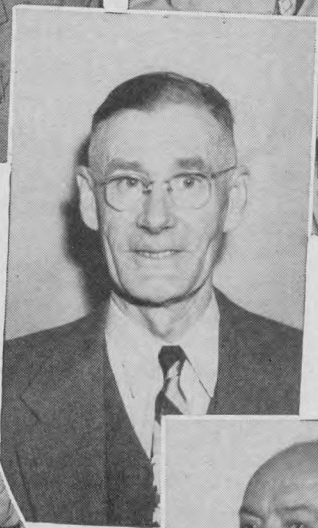
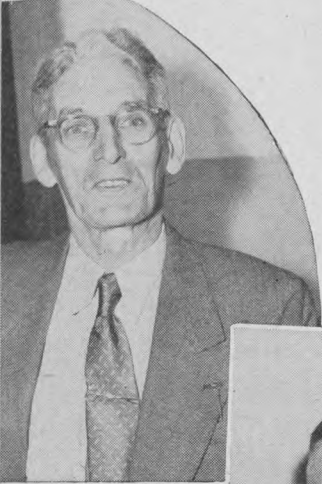
IT PAYS TO SHOP AT EATON'S

Mr. Fred Roche, 51½ Lily Street, is still wearing a "Canterbury" fur felt hat which was purchased from the Company 26 years ago. The hat is still in good shape. Mr. Roche brought this to the attention of George Nesbitt, Basement Men's Furnishings, to let us know one of the reasons he always shops at Eaton's.

DREAM HAND PLAYED IN MANAGERS' LOUNGE

Mr. Sam Emerson, assistant in the Basement Fruits and Vegetables, was dealt a perfect hand in a game of cribbage on the 28th of July. He was playing with L. W. Shaw, Notions, against George Graham, Transportation, and A. L. Barry, Sporting Goods. The great game took place in the Managers' Lounge on the Ninth Floor.

Mr. Emerson said that in all the 30 years he has been a cribbage fiend, he has never even come close to a perfect hand. With such a hand, Sam, we hope you took them to the cleaners.



So Long, Old-Timers!

MR. "TOY" RETIRES

Mr. R. E. Stewart could be called Eaton's Mr. Toy for, except for a very short stint in the Sporting Goods, he has been in the Toy Department since he started with the Company September 26, 1906. That is nearly 47 years—no wonder he knew toys. As a matter of fact, Mr. Louis Marx, one of the biggest toy manufacturers in the world, received his first order from Mr. Stewart.

The Saturday prior to his retirement, the staffs of Departments W227 and W27 travelled by bus to "Ardmore," Mr. Stewart's summer home at Boundary Park. The party was a complete surprise. During the evening, Mr. Stewart was presented with a movie camera by Mr. F. McKenzie, head of department W27.

"Father" Stewart, as he is affectionately known, took time off to reminisce over the long period of years since joining the Store. Thirty members of W227 and W27, including Mr. Robert O'Brien, former head of W227, now retired, who had spent many years under Mr. Stewart, made the trip and spent an enjoyable evening which included dancing and playing croquet.

Mr. Stewart plans to remain in Winnipeg and devote his time to his hobbies—his summer home, photography, and his work shop—and to his daughter and son-in-law, Mr. and Mrs. J. Murray, and three grandchildren, all active boys.

On his last trip east, Mr. Stewart was honoured at a dinner at the Royal York Hotel in Toronto, and presented with four lovely aluminum garden chairs from his associates in the east, and later at a presentation in the Winnipeg Buying Office, received a beautiful garden table and umbrella from the heads of Western Stores Toy Departments.

MR. G. K. STOKES

On Monday, July 27, the Head Cash Office and associates held a farewell dinner in honour of Mr. Stokes, their head of department, who retired August 1.

Bert Sommerville was master of ceremonies. After the dinner and toast to the Queen, Mr. Bannick proposed a toast to the health, happiness and long life of Mr. and Mrs. Stokes. On behalf of the staff, Mr. Whitbread presented their respected chief with a lawn cart and table. Gwen Simmons presented Mrs. Stokes with a bouquet of roses. A poem characterizing the highlights of Mr. Stokes' career was read by Connie Collier. Entertainment was provided by Mrs. Joyce Simpson, Larry Thomson and Bert Kilgour.

On the morning of his retirement, Mr. Stokes received some garden chairs as a farewell gift from associates throughout the Store.

MR. P. ROSS

Mr. Ross, who retired August 1, is recognized as one of the outstanding men in the seed business. He has made the Eaton Seed Department second to none in Western Canada. Since he joined the Company in 1910, he has repeatedly moved from M.O. Seeds to City Seeds to the Groceries and back to the Seeds. Whenever the seasons changed, Mr. Ross changed.

On the eve of his retirement, Mr. Ross was presented with a "two-suit" travelling bag and companion case from his department and his many other friends both within the Store and out. On Saturday, August 1, Mr. Ross received a pair of binoculars from the heads of departments and assistants in the Mail Order.

Mr. and Mrs. Ross, who are at present enjoying a holiday in Ottawa, plan on living in Victoria, British Columbia, where things can grow all-year-round. The power mower he received from his fellow supervisors will come in handy but we are not so sure about the lawn sprinkler in Victoria!

MR. JAMES A. REID

Mr. James A. Reid, of 36 Mail Order, was honoured at a dinner at Moore's on July 30, on the eve of his retirement from the Company. Mr. Reid was born in Inverness, Scotland, and joined the Staples Department 46 years ago. Mr. T. H. Hancock, head of department, was chairman, and spoke of the esteem and affection felt for Mr. Reid by his many friends in the Company.

Mr. T. Burns, supervisor, thanked Mr. Reid for his efficient and loyal service to the Linen and Bedding Departments through the years, and mentioned that Mr. Reid held the record for long service in this departmental group. Mr. J. H. Egerton welcomed the honoured guest to the retired members' association.

On the morning of August 1, Mr. Hancock, on behalf of the department, presented Mr. Reid with a gift of handicraft tools. Mrs. Reid, the former Annie Bone of Department 211, was sent a bouquet of roses. Mr. and Mrs. Reid have two daughters, Eleanor and Beatrice, and three grandsons.

Mr. Reid, well known for his skill and artistry in wood-work, is also an enthusiastic gardener, and has always been interested in sports. He is at present a member of the Eaton Angling Club and Home Street Lawn Bowling Club. We all wish Mr. and Mrs. Reid many years of happiness on their retirement.

MR. WILLIAM J. REID

On August 1, Mr. W. J. Reid, M.O. Men's Furnishings, retired after 39 years with the Company. On behalf of the department, Mr. Firth presented him with a gladstone bag.

During the day Mr. Reid received the good wishes of all his friends and many lovely gifts. Our best wishes go with Mr. and Mrs. Reid. May they enjoy many happy years in retirement.

MR. IVAN J. THOMPSON

A steady stream of friends visited the M.O. Operating office on the morning of August 1 to wish Mr. Ivan J. Thompson health and happiness in the years of his retirement. Mr. Thompson will be greatly missed around the Mail Order, especially on the ninth and seventh floors, his own daily battleground in seeing that the mail went out on time and that the customers were given the best possible service.

As well as having a desk loaded with parting gifts, Mr. Thompson received a watch from the supervisors and heads of departments, a set of tools from the departments on the seventh floor, two lawn chairs from the Assistants' Association, and a sun cart from the office staff.

On the night of July 30, a stag party of about 30 co-workers surprised Mr. Thompson at his home on Sunset Boulevard, and the presentation of a radio took place during the festivities.

MR. P. W. HAND

Mr. Hand retired August 1 after 41 years' service with the Company. He was a packer in the M.O. Packing. To mark the occasion, his co-workers presented him with gifts of clothing.

Mr. Hand has one daughter. He plans to spend his retirement in Winnipeg. Best wishes for many happy years ahead, Mr. Hand.
(Continued on Page Fifteen)

Description of Pictures on Facing Page (Left to Right)

Top Row—R. E. Stewart, G. K. Stokes, P. Ross.
Second Row—J. A. Reid, W. J. Reid, I. J. Thompson.
Third Row—P. W. Hand, J. Henderson.
Fourth Row—J. S. Fowler, J. Ward, G. Angus.



Part of the crowd which flocked to the Store.

Waiting for the gong.



The watch brings back memories of S and Mr. and Mrs.

BALLOONS, BARGAINS AND BADGES!

The near record crowd of shoppers which attended the Store's 48th birthday party were treated royally by our wonderful staff on July 17. There were balloons for the kiddies, bargains for their mommas and papas and birthday ribbons for everyone. By the look of the pictures above, everybody who came enjoyed themselves, even if it was a bit crowded. Despite the throngs there was not one accident or lost child reported on this very busy day.

And of course just like anyone else, the Store has its old friends who come to visit on its birthday. We spoke to several of them. We visited with Mr. and Mrs. G. W. Willett and their niece, Mrs. J. A. Turnbull, 239 Lanark Street. All three of these people made a special trip from Treherne to be here for the opening of the Store in 1905. Apparently it was a worth-while trip for both the Store and the Willetts. Mrs. Willett, speaking of the Store, said "It's just like home to us," and Mrs. Turnbull said she had never seen a store look so beautiful. Mr. Wil-



Memories of Store opening to Mrs. Turnbull
r. and Mrs. Willett.

The gong rings.



Three of these clowns gave away 25,000
balloons by 1:00 p.m.

ES! ... Store's Gala Birthday Brings Back Memories

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lett is still using the Waltham pocket watch he bought that first day and "It's still a wonderful time keeper." If the watch is as hale and hearty as Mr. Willett is at 91, we are sure we will see both of them around for many years to come.

Miss Rose Chalmers, 960 Banning Street, is another old friend, and she felt we would like to know about a small leather change purse she bought that day in 1905 when the big Store opened its doors. It has been in daily use since that time and has served her well in her travels through most of the states south of the border, and Alberta. The price she paid for a purse of this quality? Why, they sold for two for 25 cents!

Mr. Benjamin Cohen, of 106 Cathedral Avenue, who is 81 years and five months old, came in on the birthday to tell us that on Eaton's first birthday he played the clarinet in the Winnipeg City Band which played three afternoons during the celebrations on the third floor. The band played waltzes, marches and overtures and was under the direction of a Mr. Barraclough.

All the hustle and bustle that is so distinctively Eaton's, plus the wonderful bargains, quality merchandise and festive garb that go with our birthday parties are features that our customers appreciate and remember.

OUR CUSTOMERS WRITE TO PRAISE AND THANK THESE BOOSTER BUILDERS!

For Mrs. Kavanagh of the Hosiery:

"Rather than bring you to the phone, I decided to write and tell you how much I appreciated your sending me two pairs of hosiery, just the right size and length. I have been unable to shop in person for the last five years, and Eaton's have never let me down."

Miss Elsie Demeule, of the Shopping Service, merited this letter:

"I wish to express my sincere thanks for the splendid selection of toys which you made for our picnic. With the limited amount of money we had to spend, it must have been quite a task, for which we wish you to accept our sincere appreciation."

Both Miss Enid Reason, of Department 279, and Dick Dawson, Drivers, rate high in this writer's estimation:

"I should have written before leaving Winnipeg to say thank you for so many things Eaton's have done for me during my 34 years in Winnipeg.

"Please let me say what a real joy and help Enid, on the third floor, has been to me for many years. I only know her as Enid, but it's been the greatest joy of shopping at Eaton's to have her wait on me. For two years I was without a phone, but she always knew what I wanted, so I was never without. From my heart I can deeply say I am going to miss her and her kindness.

"I have left money in my D.A. and I have great faith in her that anything I want while in England, she will send, or see that it is sent. I can't help but to say having such help as Enid, Eaton's store will continue with its good name.

"Also to the driver, Mr. Dick Dawson, on the route. He was very kind always, and no matter the kind of day or how late, he always came with a smile.

"And so I say thank you with all my heart, and still the greatest success always to such a wonderful firm."

The concern of these two gentlemen was greatly appreciated:

"I would like to bring to your attention a grand piece of work done by two of your employees, namely Mr. Coy and Mr. B. Collins, of the Men's Furnishings Department, on the main floor.

"On exchanging a shirt for my husband I accidentally left a birthday card with \$40.00 attached to the card. Upon arriving home I discovered my error. I immediately telephoned Mr. Coy informing him of my error, and he started an immediate search for the money. This was at 4:40 p.m. At 5:45 p.m. Mr. Collins telephoned to say that the money had been found.

"I am very grateful to the wonderful co-operation and courtesy given to myself by the above-mentioned salesmen."

Two from the Radio Repair did excellent job:

"I wish to advise you that your Radio Repair Department has now placed my Radio with Victrola attachment in excellent condition, and I cannot speak too highly of the service given me on this radio by Mr. Ed Bigger and Mr. Al Dewell. These gentlemen took the matter under their own supervision and did the work on the radio, it being a very complicated machine, and in order to obtain satisfactory results, it was necessary to have the services of two such experts as these gentlemen seem to be."

Fourteen

Thanks to Miss Cuthbert and Mr. Richardson of Furniture Department:

"Quite recently I had occasion to call your Department 270 regarding purchase of two items and I cannot fail to write and express my sincere thanks to your store for having in your employ two such courteous, considerate and pleasant persons as your Miss Cuthbert, No. 13, and Mr. Richardson.

"Would you be kind enough to convey to these two my sincere thanks for their assistance and the cheerful, 'no-trouble-at-all' attitude which they displayed.

"Again many thanks and my kindest regards to Eaton's, with a special wish for success to Miss Cuthbert and Mr. Richardson."

The driver is Mr. A. Gosselin, Route 127:

"We wish to thank your driver (I'm sorry that we don't even know his name) for his assistance and help last Friday, when our house was positively destroyed by fire.

"Our loss was so great and our insurance so small or I would have liked to have given him a material reward, but regret that at this time, find it an impossibility. But our thanks are very sincere."

These kind words are for Mrs. Graham in the Dress Goods:

"I would like to thank Clerk No. 30 for being so helpful when I was in to get dress goods.

"I don't know her name and she does not know mine. (I took the goods with me.)

"She advised me not to take the piece I had in my hand and showed me some that would suit me better. She also advised me to alter the pattern of the sleeve, which I did. I have made the dress and it looks fine.

"And if a satisfied customer can help a clerk who certainly did her best to help me, I would very much like to help her. Thank you."

We were not able to find out their names, but maybe these two will recognize themselves:

"I would like to thank the clerk who filled out my last order and gift-wrapped the bedspread I had ordered, without being asked to do so. It was both kind and thoughtful and saved me from being late with the wedding gift.

"The driver, too, was very obliging and delivered the order before he went out to the airport. I certainly appreciated their help, and would like them to know it.

"It is thoughtful gestures like these that make it a pleasure to deal at Eaton's."

A whole department, the M.O. Stationery, receives a bouquet:

"I just wished to place on record with you my appreciation of the effort to please me by one of your departments, W5.

"I ordered a typewriter recently and they notified me that the manufacturer had discontinued that model, at the same time shipping a more expensive model at no additional cost to me.

"I feel that this other model is a superior machine, but mostly I am pleased that they acted promptly so I would be saved the inconvenience of re-ordering. Again I thank you."



Left—Mr. G. M. Eaton welcomes the cadets on behalf of the Company.
Right—Four of the twenty-five fine looking young men.



Company Entertains Air Cadets

Guests of honour at a luncheon tendered by the Company in the seventh floor Assembly Hall, on July 28, were 25 cadets of the United States Civil Air Patrol. These teen-age future flyers were from all parts of the U.S., including one young man from Hawaii. The visit of the American cadets to Winnipeg is part of an exchange that sends Canadian Air Cadets to the United States and Europe and brings European and U.S. cadets to Canada.

Mr. G. M. Eaton, honorary chairman of the Manitoba Branch of the Air Cadet League of Canada, welcomed the boys on behalf of the Company. Pictures of each table were presented to the cadets by the Company.

Present at the head table were Mr. Edward Vopni, Major Burr S. Walters, Jr., U.S.A.F.; Mayor Garnet Coulter, Mr. G. M. Eaton, Mr. W. J. McKeag, Mr. F. G. Muirhead, Major Jesse Klein, Civil Air Patrol, Corydon, Iowa; F/L F. J. Armstrong, R.C.A.F.

The luncheon was followed by an afternoon and evening cruise on the Red River.

SO LONG, OLD-TIMERS!

(Continued from Page Eleven)

MR. JOHN HENDERSON

"Jock," as he was known by his co-workers, retired from Eaton's on August 8 after 27 years with the Company. Originally employed by the Cartage Department, he was on the staff of the Night Watchmen when he retired. Mr. T. Giles, head of department, presented Mr. Henderson with a Lay-Z-Boy chair on behalf of his associates.

"Jock," who is Scottish born, plans to remain in Winnipeg. Best wishes to you in the years to come, Mr. Henderson.

MR. JOHN S. FOWLER

Mr. Fowler, who was assistant in the M.O. Women's Shoes, retired August 1 after 39 years' service with the Company. On the eve of his retirement, Mr. and Mrs. Fowler were the honour guests at a dinner at the St. Charles Hotel.

Here, after speeches in Mr. Fowler's honour thanking him and wishing him and his wife a long and happy future, he received two golf clubs, an electric razor and an apron and cap with the necessary utensils to assist him in his new position as "first assistant to Mrs. Fowler." Following the dinner, a party was held at the home of Mr. K. M. Sutherland, head of department.

On Saturday, his last day, Mr. Fowler received a set of irons which matched the woods received the night before, from the Mail Order managers and assistants. He also received a pair of field glasses from the Assistants' Association and numerous other personal gifts. Good luck and good health to you in the years to come, Mr. Fowler.

MR. J. WARD

The boys of the Furniture Stock-room gathered on the morning of Thursday, July 30 to honour their fellow employee, Mr. Joe Ward of their packing department, on the occasion of his retirement from The T. Eaton Co. Limited. Joe has served the Company for almost 45 years, except for 14 days.

Mr. W. Thomson presented him with a lovely walnut coffee table on behalf of the department. He thanked him for a job well done; good health and happiness and many leisure hours for himself and family.

Joe replied with his usual good naturedness and everyone added their best wishes for his retirement.

MR. G. ANGUS

Mr. G. Angus, of the Men's Shoes in the Mail Order, retired from the Company on August 1, after 39 years' service. Mr. L. W. Houston, group manager, on behalf of the staff, presented Mr. Angus with a pair of binoculars and a pure wool plaid blanket to be used at the Blue Bomber games which he so faithfully attends.

A week previous Mr. Angus was guest of honour at a picnic held at the summer home of Mr. and Mrs. Houston where an enjoyable day was spent fishing, swimming and boating.

OUR COVER

Nettley Marsh at the mouth of the Red River. On their way south in the fall, a huge number of ducks from central and north-western Canada pass through here on their way along the Mississippi Flyway. The picture is through the courtesy of the Bureau of Travel and Publicity, Manitoba Government.



Max Jennings, the genial clown, strikes a pose.



The ladies try hard in the scramble race.

Eaton Angling Club Holds Family Day

Annual Family Fishing Trip and Competition a Success!

The annual trip to Shoal Lake via the G.W.W.D. railway for members of the Club and their families, was held on Monday, August 3. There were 123 aboard the train at 6:15 a.m., all looking forward to a day's fishing, picnicking and sports. It turned out to be a pleasant day for all—the weather stayed cloudy all day, but the rain held off, making it just comfortably warm.

Fishermen, young and old, journeyed out to their favourite spots on the dike and along the shore by the campsite. Although the catches were not exceptional, a fair number of northerns were landed plus a few bass and pickerel; of course, the kids had fun with the ever-present perch.

The sports events started at 4 p.m. with a variety of novelty races. After running off all the children's races, there was a married women's scramble race, favourite for the contenders and the audience (too bad they were hampered by having only two hands). The three-legged race proved a successful event for the Cooper clan (they must practice for they also walked away with the honours in this event last year).

Mixed novelty casting race included husband and wife or boy and girl teams; the men did all the running, the women proving themselves quite efficient on the end of a casting rod. The distance casting

event had a mixture of techniques, the women giving the men a good run for their money (rolling pin techniques must suit casting to a "T").

Weighing-in time, at 6 p.m., was conducted by club vice-president, Pat Carr.

Top fish honours went to the following:

Largest pike, a 24-inch, 4¼-pounder, was taken by Charles Gordon.

Largest pickerel, 16½-inch, 2¾ pounds, taken by Walter Fogg.

Largest bass, a 1½-pound, 10-inch small-mouth, caught by Arni Cooper.

Bryan Mills won the perch class.

When family day ended for another year, there was many a tired family boarding the train for home. Max Jennings did a fine job as clown for the day, keeping both young and old happy on the train, handing out comic books, candy and cookies to the young 'uns.

Arni Cooper asked us to remind everyone that the club's Fall Stag will be held Friday, September 11, in the Orange Hall on Berry Street in Norwood.

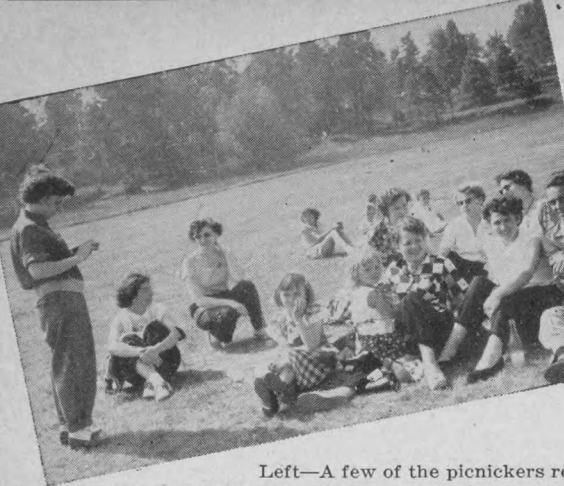
If you live within your means, people may think you lack ambition.

*

The exercise that is surest to be good for a middle-aged man is what he took when he was younger.

Congratulations on Your Thirty Years With Eaton's

MRS. MARGARET CURRIE, Drugs.....	July 30
WILLIAM ALLAN, M.O. Men's Furnishings.....	July 31
MISS BESSIE COGLE, M.O. Assembly.....	August 21
GORDON FORSTER, China and Glassware.....	August 23
JOHN PATERSON, M.O. Gloves and Hosiery.....	August 27



Left—A few of the picnickers relax between racing events.

Winning baseball team—Back row from left to right: H. Leye, W. Storey, D. Perrier, C. Fleming and J. Badali. Front row: Mrs. V. Boyd, A. Andrews, J. Poole and J. Richardson.

PORT ARTHUR NEWS

Annual Picnic Held by Eaton Employees

Approximately 350 employees and their families attended the third annual picnic of The T. Eaton Co. Limited, Port Arthur Store, at the Current River Park, Wednesday afternoon, July 15.

There were races, ball games, tug-of-war and a departmental relay. Al Thomson was general chairman of the picnic.

RESULTS OF RACES

Girls, four and under—Donna Porter, Judy McNeill; Boys, Trevor Owens, Terry Boyd.

Ladies — Margaret Lorentson, Nancy Auden.

Girls, 5-6 — Norman Lorentson, Richard Knutsepovic.

Men's—Ron Clarkson, George Fedell.

Girls, 7-8—Billie Murray, Eddie Karusac-wiez.

Ladies' Shoe Race—Margaret Lorentson, Irene Matwyszyn.

Boys, 9-10—Bruce Adderley, Roger Banton; Girls—Rosalie Matwyszyn, Lois Leonard.

Girls, 11-12—Margaret Lorentson, Arlene Tweedie; Boys — Warren Parsons, George Clarke.

Mixed Three-Legged Race, Women's — Laura Raivo, Mildred Skog; Men's—Johnny Kuschak, Bill McNeill.

Children's Mixed Wheelbarrow race, 12 and Under, Girls — Margaret Lorentson, Elsie Johnson; Boys—Norman Gustafson, Johnny Laye.

Relay Race—Rusty Rix, Gerti Waatinen, George Fedell, Margaret Lorentson, Dennis Skedgel, Vieno Heikkila.

Tug-of-war results: captain, Maurice Fox; anchor man, Joe Owens; Women's captain, Carole Morin. Others—Sharon Holt, Donna McIver, Jenny Richardson, Joyce Poole, Audrey Andrews, Millie Anderson, Aina Autio, Connie Clarke, Mary Bereza and Blanche Winters.

Baseball winners—Jenny Richardson, Herb Laye, Ron Perrier, Verna Boyd, Chuck Fleming, Audrey Andrews, Nancy Auden, Joyce Poole, Blanche Winters, W. Storey and Jim Badali.

Chairmen of other committees were: races, D. Rafalant; baseball, Paul Hacquoil; tug-of-war, Dennis Skedgel; loud speaker, A. Jason; refreshments, Miss M. Yagnach, Mrs. E. Warrell and Miss R. Scarnatti; prizes, Mrs. Mary Nazyesky, I. Autio; ribbons, Miss Blanche Winters; transportation, John McNeill; booth, George Cruickshanks.

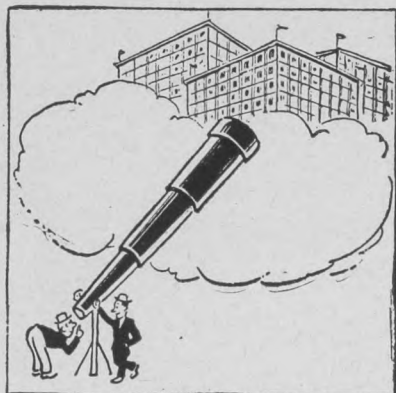
ATTENTION: LADY GOLFERS!

The annual fall wind-up will be held at Elmhurst, Wednesday, September 16. Tickets go on sale September 1 to September 11 inclusive, and may be obtained from Marj McRae, Tie Counter, Main Floor of the Store, and Gladys Edgar, M.O. Superintendent's Office, Eighth Floor, Mail Order.

Enter your own foursomes, threesomes, twosomes, or let the committee fit you in. We want to make up for our bad weather in the spring and really put the "cover" on the fall wind-up.

Watch your Time Office bulletin boards for further announcements.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

5c to \$3.00—By M. McCance

Miss Rene Shaw left on August 1 to become the bride of Barry Ridgedale. The ceremony took place at St. Mark's Anglican Church in St. Vital. On leaving, Miss Shaw was presented with a pair of sheets. Mrs. Mackie held a shower for Rene at her home.

Miss Janet Franks received a lovely diamond from Bill Dubas. Bill is a former member of W926 staff. Congratulations and best wishes, Janet and Bill.

Miss Lorraine Kritzer left on August 22 to be married to Maurice Morrisette. The wedding will be an event of August 29 at Lady of Perpetual Health Church, Charleswood. Lorraine was presented with kitchenware on leaving the department. Prior to her leaving, Miss Edith Hossack held a shower for Lorraine.

Miss Audrey Grant left our department on August 15 to take up residence in Calgary. Audrey received a camera from the department as a farewell gift, and with it went our best wishes for the future.

A handbag was the gift that Isabel Miller received when she left our staff to become a member of Department W222's staff.

Miss Mary Whelan is still convalescing from her accident. Glad to hear that you are improving, Mary, and hope to have you back with us real soon.

Shoes

Miss Chris Mickoski received a lovely diamond ring from Orest Yakimishuk. Congratulations and best wishes, Chris and Orest.

* * *

MAIN FLOOR

Hosiery and Gloves—By Norma Patterson

With holidays and all, things are quiet in our department. Miss Ellen Bishop left the department on Saturday, August 15. Mr. Campbell, supervisor, made the presentation of a travelling iron to her on behalf of the department. Good luck, Ellen.

Notions—By V. Gillespie

Dorothy Webber, a long-time member of the staff, has left us to go to the Wages Office. Best of luck in your new venture, Dorothy.

Eighteen

Men's Shoes—By M. Williams

Our best wishes go to Anne Fyshe, 237 office, whose marriage to Roger Beaufoy took place Thursday, August 13, at 7:30 p.m., in St. Andrew's River Heights United Church. On behalf of the staff, Mr. R. G. Travers presented Anne with a lovely linen table cloth and serviettes, also a Royal Doulton figurine, "Ballerina." A shower was held July 27, for Anne, at the home of Mrs. H. Wallace, where a very enjoyable evening was spent with the girls of the department and friends.

A presentation was also made to Anne by Department W1037, of sheets and pillow cases.

Jewellery—By D. Wilson

Best wishes to Emily Ziernski who left our department on July 25 to become the bride of Roy Brodowich on August 1, at Holy Trinity Church. She received a lovely lamp along with the best wishes from Departments W215 and W615.

Drugs—By C. O'Kelly

Mary Collett, Camera Counter, is wearing a lovely new diamond ring. We wish them both the best of luck and long life.

Still another diamond, on the hand of Alice Morrison, Tussy demonstrator, appeared recently. To you also, Alice, we wish all happiness and success.

Books and Stationery—By M. C. Lawton

Deepest sympathy to Mr. W. E. King on the loss of his father.

On the sick list: M. Shiels and L. Vincent.

Engaged: Doreen Woodward to Martin Erickson, of Kenora, Ont. Our best wishes to both. We understand the wedding will be sometime in September.

* * *

SECOND FLOOR

Fancy Goods—By Mable Deacon

The sparkle in Miss Elizabeth Mills' eyes these days is the reflection from that third finger, left hand. Elizabeth received a beautiful diamond from Mr. Ernest Nelson, Heating Department, August 12.

Mrs. Dorothy Rutherford was hostess Thursday, July 30, in honour of two popular members of the department who left August 1 to resume household duties: Mrs. Esther Cook, after eight and a half years with the department, and Mrs. Lillian Bilton, two years. Each was presented with a brooch from their associates and Mrs. Cook also received a vase.

Miss Marjorie Keane became the bride of Mr. Joseph Englot at Riverview United Church, July 18.

We are sorry to report that Miss Elizabeth Craige was confined to hospital while on vacation in Victoria, B.C.

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THIRD FLOOR

Groceries—By Mary Phillips

Our good wishes go to Doreen Carlson who was married recently at King Memorial Church. The department presented her with a dinner set. Mr. L. Farmer, head of department, did the honours. The girls held a linen shower at the home of Mrs. Mary Phillips. All the best to you, Doreen and Frank.

Welcome to Jean Roscoe from our Foodateria Department. We hope you will enjoy working with us.

Sorry to hear Kaye Atkinson spent some time in hospital. Glad you are feeling better.

Health and Coffee Bars—By Monica Hogg

Best wishes to Ann Slobodian who was married to Bill Flanbilt, of Los Angeles, on August 15. Ann was presented with luggage from the department and also a trapper point blanket from the girls of her section. We wish you both much happiness.

We are sorry to report that Miss Kay Ryback is in hospital. We wish her a speedy recovery.

Refrigerators—By F. McDowall

A stag was held by the staffs of W259A and W1059 Warehouse for Mr. P. Langford to celebrate his forthcoming marriage, August 15. Pat was presented with a torchere lamp. From all accounts the stag seems to have turned out very well.

* * *

FOURTH FLOOR

Fur Department—By E. Turner

The Fur Department has had a number of changes lately, and we have been remiss in our reporting. In May, Ruth Wall, of the Repair Section, was married to John Klassen.

Our Gracie (Gordon) has been away ill and, at the time of writing, is on the improvement list. Keep up the good work, Grace, and keep off the stairs.

In July, Ferman DeRiviere left us for another position, and our genial Ed Natsuk has also departed.

We welcome to our staff Dave Patterson, formerly our congenial furrier, and Fred Gitt. A welcome is extended to our new furrier, Carl Olimb.

Optical Department

Miss Sheila Armatage, of this department, reported back to work from her holidays wearing a lovely engagement ring. Best wishes to you, Sheila.

Women's Lingerie—By C. I. Chisholm

We are pleased to have Mrs. Lil Bell back with us after her recent operation.

Bon voyage to Miss McCulloch (Cully) who sailed from Montreal, August 5, for Scotland, England and the Continent. A few of the girls met at the home of Mrs. Nelson, July 27, to wish her the best of luck.

The weatherman obliged with nice sunshine for a picnic held at Vasa/Lund Park on Tuesday, August 11. Baseball was the main event with country-born players versus city. A delightful dinner (smorgasbord) was served. A sing-song, with music by Mrs. Hunter, ended a very delightful evening.

* * *

FIFTH FLOOR

Juvenile and Girls' Clothing—By F. Kellett

We extend our deepest sympathy to Alice Coote and family whose father, Mr. J. McKean, passed away July 26. We are sorry Alice is not going to be back with us. We'll miss her smile and happy disposition.

Grill Room Kitchen

Farewell to Bill Romance who left us on August 12.

* * *

SIXTH FLOOR

Customs and Traffic—By Nan Morrison

On July 10 Mr. A. Kent, our manager, celebrated his 30 years with the Company on which occasion we presented him with a portable radio.

On Tuesday, August 11, we had a luncheon in the Grill Room for Miss Edith Steele, a bride-elect of August 15. Covers were laid for eight and we presented her with bedroom lamps and a pair of ornaments. A nice time was enjoyed by all.

On Thursday, August 13, Miss Steele left the Company and we presented her with a coffee table. Everyone in this department would like to take this occasion of wishing her every happiness in her new life.

Carpets and Linoleum—By G. McLean

Sorry we missed August Contacts and are so late in reporting the arrival of Garry Neil Patterson who arrived on June 17. Daddy is Mr. Patterson, head of department; Mummy the former Ann Crook. A brother for Billy and Rickey.

We were sorry to say good-bye to Paul Moulden who decided to join his father in business.

A baby boy arrived on July 22 to Jack and Carrie Cousley, weighing in at 9 lb. 1 oz., to be named Patrick Kennedy.

* * *

SEVENTH FLOOR

Electricals—By Shirley Ranson

The girls of the department held a dinner at the Homestead August 10, in honour of Helen Munroe whose marriage to Mr. Clarence Geib took place Saturday, August 15, in John Black United Church. A presentation of two boudoir lamps was made by Mrs. Heisler. Best of luck, Helen and Clarence.

A presentation was made by Mr. Hewish, supervisor, on behalf of the department, to Helen. She received a gift of Revere-ware and all our best wishes.

John Janik, our packer, has left us to live in Toronto. A presentation was made of a briefcase by Mr. Hewish. Best of luck, John, in your new venture.

Janelle Kohnen has left our staff to enter the teaching profession at Rivers, Man. Best of luck in your new job.

Furniture and Bedding—By Marion MacPhail

We are very sorry to report that Mildred Ranson is ill in the hospital. Hope you get better real soon, Millie.

Radios—By F. McDowall

We wish to extend our sincere sympathy to Mr. P. King on the loss of his father.

Our congratulations to Mr. and Mrs. G. Penner on the arrival of their baby the earlier part of August.

* * *

EIGHTH FLOOR

D.A. Office Chatter

A shower was held at Moore's, Wednesday, July 22, in honour of Miss Joey Dearle, a bride-elect of August 1. Joey received an eiderdown comforter and foam rubber pillows. Prior to leaving the office to become Mrs. Norman Butler, an aluminum hostess tray was presented along with our best wishes for a happy married life.

We would like to extend a great big "welcome back" to Bill McQuarrie who is with us again after a year's absence. It's good to see you up and around, Bill, we've sure missed you.

Mrs. Beverley Hobson has left the office to become a full-time housewife. The office presented Bev with a set of lingerie as a farewell gift.

We also lost our pretty red-head from the Enquiry wicket. Marg Klymson, who left us on August 15, was given a pair of pillow cases and a cloth as a reminder of the D.A. Good luck, Marg.

We offer our deepest sympathy to Helen Hogan on the passing of her father.

Wages Office—By Kris Einarsson

Miss Mona Fraser left on Saturday, August 8, to become the bride of Mr. Malcolm McLachlin. On the morning of her departure Mr. D. W. Neelands presented Mona with satin bedspreads on behalf of the Wages Office. She also received many lovely gifts from friends in the office.

Previously a shower was held at the home of Miss Margaret McDonald where the guest of honour received an overnight case.

Best of luck to you both, Mona and Malcolm.

Budget Plan—By E. Tamplin

Three gals have left us in the past month: Joyce Etterman and Maureen Rankin for other positions, and Mrs. Ruth McFadzean to make housekeeping a full-time job. As a parting gift, Joyce received a train case from the department and lovely statues from the girls. Maureen's gift was a pen and pencil set, also a lovely compact from the girls. Ruth's parting gift from the girls was a lovely leather handbag. Our very best wishes go with you all.

Our most sincere sympathy is extended to Mrs. Joyce Atkinson on the loss of her father.

Sales Audit and C.O.D. Office

By Joyce Baldwin

Our best wishes are extended to our two new brides this month.

Norah Hoban was married to Stan Daniels on August 8 at St. Patrick's Church. Norah's gift from the department was Revere-ware. A miscellaneous shower was held in her honour by Terry Farmer and Joan Webster. Best of luck to you both, now you are in your new home.

Our congratulations go also to Pat Thom who became Mrs. Chuck England at a ceremony, July 31, at Holy Trinity Church. Pat received a bed throw from the staff and management. A number of the girls also attended a miscellaneous shower with Mae Bruce as hostess for the evening. Our good wishes go with you as you make your home at the naval base at the coast.

Farewell and good luck to Shirley Parks and Marilyn Davis who have left the City Booking Section for other positions. Shirley was asked to accept pyjamas, while Marilyn received a compact as a parting gift from the girls in the section.

We also bid farewell to Joyce Arber and Flo Morin, two comptometer operators. Joyce, who has left us for 237 office, was asked to accept, as a little reminder of all of us, an amber rhinestone brooch from the department, a leather handbag and ear-rings from her friends in the office. Flo's parting gift from her friends and co-workers was a beautiful brooch and ear-ring set. Best of luck in your new positions, girls.

Congratulations to Elaine Smith who is wearing a beautiful diamond on that all-important finger. The lucky man is Allan Nash. We extend our best wishes to you both.

We are all glad to see Mary Blasky back looking much better after her attack of the chicken pox.

We would especially like to welcome Miss Bode who, back from retirement, is busy in the C.O.D. Section giving them a helping hand. Also a cheery hello to the many newcomers to the office.

Congratulations to the proud parents, Ken and Francis Rerie (nee Klok) on the arrival of a son, William Glen, on July 23.

City Advertising—By Ethel Pratt

Best wishes are extended to Miss Alice Vermeulen whose marriage to Robert Bonne took place on August 6. Alice was presented with two boudoir lamps from the department, and was the honoured guest at a luncheon given by the girls.

Mr. Walter Waldeck, of the Art Department, was presented with a tumbler and glass on the occasion of his marriage to Olga Kornylo on August 4.

Our deepest sympathy is extended to Mr. Joe Trainor on the loss of his wife, August 1.

To Miss Joan Sherman, of the Good Deed Club, our sincere sympathy on the loss of her father, the Most Reverend L. R. Sherman, who passed away on July 31.

Drapery Workroom—By A. E. Holmes

A very pleasant evening was spent recently at the home of Mr. H. Cooper (our supervisor), the occasion being the retirement of Mr. G. Wallace, assistant, Drapery Workroom. A good number of male employees of both 1767 and 267 Departments gathered, as well as representations from Decorating Service, 67 M.O., and a surprise visit of Mr. Magee from Toronto.

Mr. Wallace was presented with a lovely picnic set, the presentation being made by Mr. D. Ritchie, of the Workroom. In making his remarks, Mr. Ritchie mentioned the fact that while a lot was said about the Irish and Scotch, you could stand on a shamrock but you couldn't sit on a thistle.

* * *

Fancy Goods Workroom—By J. Vessey

We are deeply grieved by Mrs. Gardner's sudden passing. It was a great shock to all of us and we feel very sorry that she did not live to enjoy a few of the leisure years which she had planned to spend in Vancouver with her sister and family. To them we offer our deepest sympathy.

* * *

City Inspectors—By M. Campbell

Miss June Smith, of Department 147, was married on August 8 to Mr. George Dorman. Mr. Jack Johnstone presented June with a gift of bedding from her department.

* * *

Receiving and Caretaking

Arrangements have been made which make it possible for Mr. J. Hollands, Department 133, to receive a prize-winning leather handbag. The handbag was hand tooled by Bill Irwin, Department 132, in Sunnybrook Hospital, Toronto, where he is a patient. The handsome purse was an award winner in the recent Employees' Hobby Show and Bill has received more than adequate payment for his time and trouble.

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

Joyce Dagg became the bride of Lorry Savilaakso on July 25. The department gave Joyce a gift of linens and corsage. Congratulations and best wishes.

Sorry to report that Johnny Bryant has polio and is still confined to bed. Hope you are feeling better by now, Johnny.

Birdie Woulfe has returned to Ireland after spending the past two years with us. Her remembrance was a leather handbag. Good-bye and good luck.

Good to see Ernie Edwards back after his recent illness.

Congratulations and best wishes to Helen Makowski and Percy Paziuk who were married on August 6.

The department extends its sympathy to Mrs. Jean Hunt and Mrs. Mary Frankland in their recent sad bereavements.

Two part-timers left us recently. They were Helen Gillies and Elva Thompson. Elva and Don are making their new home in Vancouver. Good-bye and good luck.

Best wishes to Laura Fox who is now wearing a diamond.

Congratulations to Mr. S. Critchley who celebrated his 35 years with the Company on August 12.

Margaret Hosler has recently undergone an appendectomy. Speedy recovery wishes from all.

In The Mail Bag

SECOND FLOOR

M.O. Packing and Shipping—By R. Einarson

Miss Marge Jones left on July 4 to become the bride of Noel Guarino. The wedding took place in Holy Rosary Church on July 11. Marge received a set of flatware from the girls of 122A and 122B Departments, a torchere lamp at a shower on June 29, and a hassock from her bowling team. Best wishes to you, Marge and Noel.

Best of luck and happiness in the years to come for Mr. P. W. Hand who retired on August 1 after nearly 41 years' of service.

* * *

FOURTH FLOOR

M.O. Hardware

By Betty Landry and Helen Sigurdur

Sorry to report that Jack Wolfe is still ill in Deer Lodge Hospital. Get well soon, Jack.

We would like to extend our sympathy to George Ostafichuk who recently lost two cousins in a drowning accident.

Congratulations to Bill Nixon who once again entered the sports limelight by very successfully judging a championship dog show in Port William.

M.O. Men's Shoes—By Mrs. P. Campbell

Best wishes for a long and happy retirement go out from the Men's Shoes Department to Mr. G. Angus who retired August 1.

M.O. Women's Shoes—By L. Shadbolt

We were sorry to say good-bye to Hilda Kauk who left the Department on July 11 to reside in Edmonton. Mr. Fowler, assistant, presented Hilda with a purse on behalf of the staff.

Congratulations to Stan Crozier who is being married on August 15 to Jessie Gillespie at St. Paul's United Church.

Mr. Bundy, assistant, presented Stan with a comforter, a wedding gift from the staff.

* * *

FIFTH FLOOR

M.O. Hats, Neckwear, etc.—By B. Murray

Congratulations to Mr. L. E. Christie on winning the Seniors' Golf Field Day cup held at Elmhurst.

We are happy to welcome back Miss Muriel Fraser after her recent illness and hope she is feeling much better.

We know by all reports that Lil Johnson enjoyed every minute of her trip to England. Welcome back, Lil.

M.O. Drugs—By Barbara Dixon

On Saturday, August 1, Department W12 was happy to join with Miss C. Fenwick (Cassie) in the celebration of her 35th anniversary.

We regret to report the illness of two of our members, Miss Marion Murray and Mr. J. Reay. We are pleased, however, to say that they are getting along nicely and we trust will soon be back with us again.

Word has been received from a former employee of our department, Mrs. Ralph Reid, nee Ethel Allan. Remember? Ethel will be paying us a visit shortly from the west coast where she is now living. We are looking forward to her visit with us.

* * *

SIXTH FLOOR

M.O. Men's Clothing—By A. Barker

A dinner was held Thursday, July 27, at the Wildewood Club in honour of Miss Frances

McKaughan, a bride of August 8. The girls of the department presented her with miscellaneous gifts. Frances left August 1 to be married to Mr. Ed Sutherland. Mr. T. Bennett, assistant, presented her with a Toastmaster. Our best wishes to Frances and Ed for their future happiness.

We wish to extend our deepest sympathy to Mr. and Mrs. G. Clarke on the death of their daughter, Colleen.

M.O. Linens and Bedding—By F. Rogers

Department 36 enjoyed a visit this month from Mrs. Alex Manzer, of Nanaimo, formerly Evelyn Harrison. Evelyn is a confirmed west coaster now, and a great promoter of the balmy weather on the island.

* * *

SEVENTH FLOOR

M.O. Sporting Goods—By Dorothea Hardiman

61 Department is glad to report that Mr. Rod Murray is now out of hospital and is staying with his sister in East Kildonan until he is completely recovered. We hope to see you soon, Roddy.

Congratulations are in order for Mr. and Mrs. Alec Rondeau on the birth of their third child. A wee daughter arrived on the second day of Alec's holidays. Both mother and baby are doing fine.

M.O. Women's Dresses

By M. Carriere and M. J. Neill

Deepest sympathy to Phyllis Tattersall on the death of her father.

We are sorry to report that Miss Emily Helgasson is still on the sick list.

Our bride of the month is Regina Kazuba whose marriage to Henry Szymanski will take place on September 12. Best wishes to you both.

* * *

EIGHTH FLOOR

M.O. Cash Office—By Elsie Norton

Best of luck to Marg Jorheim who was married in Our Saviour Lutheran Church, August 1, to Harry Fox. Before leaving, Marg received a lovely set of dishes and a pair of flamingo figurines.

Another bride to receive our good wishes was Terry McDevitt when she married Doug Fraser in the Harrow United Church, August 8. Terry was presented with bedroom lamps from the department. At a shower in her honour she received a lovely mirror.

Our best wishes went with Josie Watson when she left to become the bride of Robert Elliot on August 15 in St. Mary's Cathedral. Josie received from the department a toaster and figurines. A miscellaneous shower was held in her honour at the home of Jean Maxwell.

A lovely evening was spent at the home of Mrs. Hodgert where a Revere-ware shower was given by the girls for the bride-to-be, Ivy McBurney.

Our sincere sympathy is extended to Gwen Baigrie on the loss of her mother.

M.O. Copying—By M. Shepherd

A mirror and carving set were presented by the department to Frances Polonski when she left to be married on August 8 at Holy Ghost Church to Ignatius Grabowski. Margaret Herron and Louise Robertson had a kitchen shower in honour of Frances.

Congratulations to Elsie Smuland who received a lovely diamond on July 25 from Gordon Buss.



CONTACTS

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Editor: JIM PAUL

M.O. Exchanges—By M. Davies

Orchids to Mary Scott voted as the most popular girl in 119.

Mary and George Makarski were married on July 24 at St. Stephen's United Church. On leaving, Mary was presented with a carving set, gift of department staff.

Ena and Lou entertained in Mary's honour at a personal nylon shower and it was a delightful evening and fun galore.

Sincerely, Mary and George, we all wish you the best.

M.O. Files, Salesroom and Correspondence

By Jack Greenwood

Our very best wishes to Louise Lauch, 167 Office, our former Contact reporter who left us to become the bride of Rudy Weber on July 25. The wedding took place in Robertson Memorial Church. Louise, the lucky girl, was the recipient of loads of beautiful gifts, including blankets from the department.

Congratulations are in order for our June DesBrisay, 173 Cash Cage, who left us to take up a new position in the Expense Office. Good luck to you in your new job, June.

Angela Roeland, 173 Salesroom, has left to be married on August 15, but unfortunately your reporter was away at the time, so will give you more news regarding Angela in the next issue.

* * *

NINTH FLOOR

M.O. Men's Furnishings—By N. Freeman

Congratulations to Mr. R. J. Eaton on completion of 35 years with the Company. On behalf of the department Mr. Daw presented him with an electric razor. During the day Mr. Eaton received the good wishes of his many friends and a number of lovely gifts.

Our best wishes go with Mr. and Mrs. J. A. Reid. May they enjoy many happy years in retirement. Mr. Reid retired August 1 after 39 years with the Company.

Candy Factory—By M. M. McLean

June 27 was a big day for Mr. Bill Adamson when he was united in marriage to Evelyn Boyer of Elmwood at St. Alphonsus Church. Bill was presented with a set of dishes from the department, presentation being made by head of department, Mr. Jack Woodhouse. Good luck to you both.

On July 17 at St. Stephen's Broadway Church, Miss Rita Marshall became the bride of Mr. Isaac Fehr. Rita was presented with an electric kettle from the department. Keep the kettle boiling, Rita, and best wishes to you both.

Twenty-Two

RECENT APPOINTMENTS

Winnipeg

MR. N. S. BROOK, appointed to the Superintendent's Office.

Department W103—Head Cashier's Office:

MR. H. M. BANNICK, head of department.

Department W80—Seeds and Plants;

Department W280—Seeds and Plants:

MR. A. ALEXANDER, supervisor. This is in addition to present duties in Departments W480 and W580.

MR. A. CANN, head of department.

Department W227 — Dolls, Toys, Games, Wheel Goods, Baby Carriages, Hammocks, Sleighs and Hobby Shop:

MR. J. LINDSAY, supervisor;

MR. J. C. ANDERSON, head of department.

Department W27—Dolls, Toys, Games, Wheel Goods, Baby Carriages and Sleighs:

MR. J. LINDSAY, supervisor.

Prince Albert

Engineers, L.H. and P., Caretaking, Delivery, Despatch, Store Trucks, Supplies:

MR. R. CARSON, head of department.

Settler Order Office

MISS J. M. STINN, in charge.

Taber Order Office

MISS B. HOWARTH, in charge (pro tem).

PRINTING PLANT

By M. Torrance

It was with deepest regret we received the news of the passing of Mr. William McLaren, a former supervisor of Department 1745. Respected by all, Mr. McLaren passed away July 27.

Our heartfelt sympathy goes out to Tom Hoekstra in the loss of his mother, July 28. Tom left the firm Friday, August 14, to reside in the east.

Sparling United Church was the scene of a pretty wedding Saturday, August 29, at 6 p.m., when Miss Susie Yurysti was united in marriage with Mr. John Badick.

Charles Ferrier, member of the Winnipeg Rowing Club, winners of the international rowing championship Sir Thomas Lipton trophy, is being congratulated by the staff. Charlie's contribution to this achievement was the winning of the junior heavy singles event, as well as being a member of the heavy doubles crew that scored points for Winnipeg.

In Memoriam

"There is no Death! What seems so is transition; this life of mortal breath
Is but a suburb of the life elysian, whose portal we call Death."

WILLIAM D. McLAREN

Mr. McLaren, a former superintendent of Eaton's Printing Plant and a member of the printing trade for 57 years, passed away Monday, July 27. He was born in Renfrew, Ontario. Mr. McLaren had been with the Company 31 years when he retired in 1950.

He was past-president of the Thistle Curling Club and the Greenwood Lawn Bowling Club and a member of the Winnipeg Club of Printing House Craftsmen. We extend our sincere sympathy to wife, son and daughter.

HARTLE B. WHITEHEAD

Mr. Whitehead, a former member of the staff of the China Department, both Store and Mail Order, died on Sunday, July 26. Mr. Whitehead, who retired seven years ago, joined the Company in 1914. Except for five years spent at Culross, Manitoba, he worked at Eaton's continuously until his retirement. He was a member of the Valour Road Legion. To Mrs. Whitehead and other members of the family, we extend our deepest sympathy.

MR. A. SCUDDER

Mr. Scudder, who was 30 years with the Company, and worked in the Foodateria-Groceries prior to his retirement, passed away on July 14. He was born in Birmingham, England, and came to Canada 40 years ago. Mr. Scudder was a member of St. James Lodge A.F. & A.M. To his family we extend our sincere sympathy.

MRS. MABEL GARDNER

Mrs. Mabel Gardner, who retired July 15, died very suddenly on July 19. She had worked for the Company in the Fancy Goods Workroom for 10 years. Mrs. Gardner was born in Scotland and came to Canada in 1912. We extend our sincere sympathy to her sister living in Vancouver.

We extend sincere sympathy to those members of the staff who have lost
someone dear to them during the past month

In the Loss of a Father

MRS. J. ATKINSON.....Budget Plan
MR. W. KING.....Stationery
MR. P. KING.....Radios
MISS K. LAMON...M.O. Budget Plan
MISS J. SHERMAN...City Advertising
MISS P. TATTERSALL
 M.O. Women's Dresses
MRS. I. KARN.....Children's Shoes
MRS. B. O'BRIEN...Women's Lingerie
MR. T. KING.....M.O. Radios
MRS. A. COOTE
 Girls' Wear and Millinery
MISS HELEN HOGAN
 Deposit and Charge Accounts
MISS V. ORMROD...City Inspectors

In the Loss of a Brother

MISS F. HAMILTON.....Millinery
MR. D. RINGROSE....M.O. Packing

In the Loss of His Wife

MR. J. TRAINOR...City Advertising

In the Loss of a Mother

MR. J. BARTHOLOMEW
 Foodateria-Groceries
MR. T. SCOTT.....M.O. Packing
MRS. R. HERMAN
 Women's Garment Alterations
MR. T. HOEKSTRA.....Printing
MR. D. GUNNAR.....Caretaking
MISS G. BAIGRIE....M.O. Cashiers
MISS P. TRAINOR...Men's Furnishings

In the Loss of a Sister

MR. J. HIEBERT.....Stoves
MR. G. LOVELL.....General Office
MISS E. BECKWITH
 Handkerchiefs, Scarves and Neckwear

In the Loss of a Daughter

MR. G. CLARKE
 M.O. Men's Clothing

In the Loss of An Infant Son

MR. JAMES KING.....M.O. Packing
MR. E. SHEIDOW.....Delivery

Another Example of Our Constant Effort to Improve Customer Service

FIVE departments, Lingerie, Staples, Women's Sportswear, Draperies and Floor Coverings, are testing a new type of sales check. The white check reproduced here, is in quadruple. The original serves as the customer's bill and address label, the first carbon is for the Service Bureau; the second, the D.A. or Cash dupe, and the third as a Customer's Receipt for Delivered D.A. and Cash sales. It is anticipated that the test will show that this type of check has advantages over the present paid white check.

DEPT. **W** **T. EATON CO. LIMITED**
CANADA

1- 2

Sales No. _____ ACCOUNT NO. _____ AMT. REC'D _____

Date _____

QUAN.	DESCRIPTION OF GOODS	PRICE	\$	C
WINNIPEG SALES AUDIT SPECIMEN				

TO EXCHANGE GOODS PLEASE PRESENT THIS BILL

WRITE PLAINLY

SOLD TO _____

ADDRESS _____

DISTRICT _____

Sales No. _____ Date _____ Del. _____

1- 2

DEPT. **W** **T. EATON CO. LIMITED**
CANADA

PLAIN FIGURES ARE NECESSARY ON ALL SALES BILLS.
Use this style: 1234567890

- The number of entries is reduced from 17 on a sent cash sale and 18 on a sent account sale, to 12 entries for both types of sale. This speeds up customer service.
- The customer is supplied with a complete copy of the transaction instead of the limited information on the present small coupon slip.
- The Service Bureau is also supplied with a complete copy of the transaction. This eliminates the necessity of referring to the Sales Audit or D.A. on complaints and also gives the customer prompt service on all enquiries.
- The account number does not appear on original address portion pasted to parcel.
- Follow-up of missing checks is simplified with complete copy of sales check available in Service Bureau for Delivered Parcels and in Sales Audit for Taken Parcels.